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**PRESS RELEASE**  
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## **NH DHHS LAUNCHES DIGITAL BINGE DRINKING PREVENTION CAMPAIGN** ***Encouraging Young Adults to Breakup with Unhealthy Drinking Habits***

**Concord, NH** – Young adulthood is a time in life when risky binge drinking behaviors often occur. Binge drinking is commonly described as having 5 or more drinks for a male and 4 or more drinks for a female in two hours. According to the National Survey on Drug Use and Health, past month binge alcohol use (or misuse) for young adults aged 18-25 in the Northeast Region of the country was almost 40% in 2018-2019; in New Hampshire it was over 45%. More alarming is that past month binge drinking for youth ages 12-20 in New Hampshire was almost 15%.

In response, the New Hampshire Department of Health and Human Services (DHHS) has launched “***Take A Break NH***,” a digital public awareness campaign for young adults in New Hampshire. The campaign was developed through formative research conducted with young adults on health, culture and awareness, and attitudes toward binge drinking. The campaign aims to reach young adults in New Hampshire as they transition out of high-school and onto campus or into the workforce and to educate them on the definition of binge drinking, about healthier habits they can adopt, and to encourage them to form bonds through activities other than binge drinking.

“It is highly concerning for New Hampshire that young adult alcohol consumption rates in our state are higher than the national average and are the highest in the New England,” says Jaime Powers, Director of the Bureau of Drug and Alcohol Services (BDAS) at DHHS. “Young adulthood is a time of rapid social and cognitive development; it also marks a time when brain development is not fully formed.”

This multi-media campaign launched in July 2021 on multiple digital and social media channels including Facebook, Google, Instagram, Snapchat, TikTok, and YouTube. The campaign challenges young adults in New Hampshire to ask themselves if it is time for them to break up with their relationship with drinking. In return, they will be matched with new healthier alternatives such as swapping in a glass of water in between every alcoholic drink and better self-care habits like skipping alcohol occasionally.

“We spoke with New Hampshire’s young adults, essentially they created the campaign.” says Jill Burke, Prevention Services Unit Administrator, BDAS. “***Take A Break NH*** isn’t judgmental, and it isn’t asking

for abstinence – it is validating the New Hampshire values that many young adults here have and embracing the decision many are making to take back their health.”

To learn more about this campaign, visit [TakeABreakNH.org](http://TakeABreakNH.org).

For more resources on healthy living in New Hampshire, visit The Partnership at [www.drugfreenh.org](http://www.drugfreenh.org).

For more information about the NH DHHS, Bureau of Drug and Alcohol Services, visit [www.dhhs.nh.gov](http://www.dhhs.nh.gov).